

AMENDMENTS TO THE CLAIMS

Claims 1-27 are pending in the application, all of which were rejected in the Office action of July 29, 2005. Claims 2, 3, 4, 5, 7, 9, 10, 13, 14, 16, 17, 18, 20, 23, 26 and 27 are amended in this response. Claims 1 and 15 are independent claims, while claims 2-14 and 16-27 depend either directly or indirectly from independent claims 1 and 15, respectively.

Listing of Claims:

Claim 1. (Original) A system providing support for user transactions on a media exchange network, the system comprising:

a television display for consumption of media;

a storage for storing media, and having an associated network address;

set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives, via a communication network, a request comprising at least one of the associated network address, information identifying the user transaction, and at least a portion of the information for authorizing a user transaction, and responds by enabling the completion of the identified user transaction without divulging the identity of the user to a vendor.

Claim 2. (Currently amended) The system of claim 1 wherein the media comprises at least one of the following: audio, a still image, video, real-time video, and data.

Claim 3. (Currently amended) The system of claim 1 wherein consumption comprises at least one of the following: playing audio, displaying a still image, displaying video, and displaying data.

Claim 4. (Currently amended) The system of claim 1 wherein the associated network address is one of the following: an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

Claim 5. (Currently amended) The system of claim 1 wherein the communication network comprises at least one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 6. (Original) The system of claim 1 wherein the communication network is the Internet.

Claim 7. (Currently amended) The system of claim 1 wherein the interface device comprises one of the following: an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.

Claim 8. (Original) The system of claim 1 wherein the interface device is communicatively coupled using a wireless coupling mechanism.

Claim 9. (Currently amended) The system of claim 8 wherein the wireless coupling mechanism comprises at least one of the following: an infrared link and a radio frequency link.

Claim 10. (Currently amended) The system of claim 1 wherein the user transaction comprises at least one of the following: storage, exchange, purchase, and consumption of media.

Claim 11. (Original) The system of claim 1 further comprising:
a remote control communicatively coupled to the set top box circuitry.

Claim 12. (Original) The system of claim 11 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.

Claim 13. (Currently amended) The system of claim ~~[[11]]~~12 wherein the remote control comprises a scanning device to identify at least one of a product and a service.

Claim 14. (Currently amended) The system of claim 13 wherein the scanning device comprises one of the following: an optical scanner and a radio frequency identification (RFID) interface.

Claim 15. (Original) A system providing support for user transactions on a media exchange network, the system comprising:

a television display for consumption of media;

a storage for storing media;

set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives a request via the communication network, and responds by enabling the completion of the user transaction without divulging the identity of the user to a vendor.

Claim 16. (Currently amended) The system of claim 15 wherein the media comprises at least one of the following: audio, a still image, video, real-time video, and data.

Claim 17. (Currently amended) The system of claim 15 wherein consumption comprises at least one of the following: playing audio, displaying a still image, displaying video, and displaying data.

Claim 18. (Currently amended) The system of claim 15 wherein the communication network comprises at least one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 19. (Original) The system of claim 18 wherein the communication network is the Internet.

Claim 20. (Currently amended) The system of claim 15 wherein the user transaction comprises at least one of the following: storage, exchange, purchase, and consumption of media.

Claim 21. (Original) The system of claim 15 wherein the interface device comprises one of an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.

Claim 22. (Original) The system of claim 15 wherein the interface device is communicatively coupled using a wireless coupling mechanism.

Claim 23. (Currently amended) The system of claim 22 wherein the wireless coupling mechanism comprises at least one of the following: an infrared link and a radio frequency link.

Claim 24. (Original) The system of claim 15 further comprising:
a remote control communicatively coupled to the set top box circuitry.

Claim 25. (Original) The system of claim 24 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.

Claim 26. (Currently amended) The system of claim ~~[[24]]~~25 wherein the remote control comprises a scanning device to identify at least one of a product and a service.

Claim 27. (Currently amended) The system of claim 26 wherein the scanning device comprises one of the following: an optical scanner and a radio frequency identification (RFID) interface.